

### REMARKS

Claims 1-3, 6, and 8 have been amended. Claims 10-11 and 14-16 have been cancelled without prejudice or disclaimer and Applicant reserves the opportunity to present these claims or claims of a different scope in a continuation application. New claims 18-25 have been added. Accordingly, Claims 1-9, 12-13, and 17-25 are pending in the present application. No new matter has been added by these amendments.

Applicant would like to thank the Examiner for participating in an interview on March 1, 2005. Independent claims 1 and 8 have been amended to describe the subject matter discussed during the interview. New independent claim 18 has been added to describe particular subject matter discussed during the interview. As such, Applicant respectfully submits that claims 1-9, 12-13, and 17-25 are in condition for allowance.

### Objection to the Drawings

The attached formal drawings, which replace the original sheets including FIGS. 1-7, show the features of the claimed embodiments. FIG. 6 has been amended to illustrate an example of a retention element, as previously described in the original specification, for example, at page 5, lines 12-19. New FIG. 8 has been added to show an embodiment of a greeting card having a three panels. Written description support for such an embodiment is found throughout the original specification, for example, at page 6, lines 13-17. New FIG. 9 has been added to show an embodiment of a greeting card having an envelope structure attached thereto, as previously described throughout the original specification, for example, at page 6, line 25 to page 7, line 3. New FIG. 10 has been added to show an embodiment of a greeting card having a gift box structure attached thereto, which is described throughout the original specification, for example, at page 7, lines 4-14. No new matter has been added by the attached formal drawings. Applicant respectfully requests that the objections to the drawings be withdrawn.

Applicant notes that the specification has been amended to include references to FIGS. 6 and 8-10. Also, the specification has been amended to cite the numerals shown in FIGS. 6 and 8-10. No new matter has been added by the amendments to the specification.

#### Objections to the Claims

Dependent claim 6 has been amended to correct certain informalities. No new matter has been added by this amendment. Applicant notes that the amendment made to dependent claim 6 is made solely for the purposes of more clearly describing certain embodiments of the invention, and not for purposes of overcoming art or for patentability or narrowing the claims.

#### Claims rejections under 35 U.S.C. § 112

Pending dependent claims 4, 12, 13, and 17 were rejected under 35 U.S.C. § 112, ¶ 1. Applicant respectfully disagrees with the Examiner's contention that the claimed subject matter was not supported by written description in the specification. Regarding claim 4, written description support for various examples of a retention element may be found in the original specification, for example, at page 5, lines 12-19. Regarding claim 12, written description support for embodiments including an envelope structure is found in the original specification, for example, at page 6, line 25 to page 7, line 3. Regarding claim 13, written description support for embodiments including a box structure is found in the original specification, for example, at page 7, lines 4-14. Regarding claim 17, written description support for greeting card embodiments including a third panel is found in the original specification, for example, at page 6, lines 13-17.

No new matter has been added, and Applicant respectfully submits that claims 4, 12, 13, and 17 are supported by the original specification.

Claims 1-7

Independent claim 1 was rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,550,617 to Elva (hereinafter "Elva"). Applicant respectfully submits that Elva does not disclose each and every element of independent claim 1.

Amended claim 1 describes a greeting card that includes a collapsible bag structure attached to the front surface such that the collapsible bag structure is positioned forward of the front panel. The collapsible bag structure has at least one fold line such that at least a portion of the structure is adjustable to a collapsed condition. Written description support for the claimed subject matter is found throughout the original specification, including but not limited to, page 4, lines 1-23. No new matter has been added by the amendment to claim 1.

Elva discloses a "gift receptacle" attached to a surface of a greeting card—preferably the interior surface of the greeting card. Unlike claim 1, Elva does not disclose that the gift receptacle has a fold line such that at least a portion of the gift receptacle is adjustable to a collapsed condition.

Because Elva does not disclose each and every element of independent claim 1, it does not anticipate claim 1 under 35 U.S.C. § 102(e). Neither does Elva render obvious the subject matter of claim 1, for there is no suggestion that the gift receptacle be modified to include a fold line such that at least a portion of the gift receptacle might be adjustable to a collapsed condition. Applicant respectfully submits that independent claim 1 is patentable over the prior art of record and is in condition for allowance.

Accordingly, claims 2-7 (which depend from independent claim 1) are in condition for allowance. No new matter was added by amendments to any of these dependent claims. In particular, dependent claims 2 and 3 were amended to more clearly describe certain embodiments (removing limitations directed to the phrase "department store"). Dependent claim 6 was amended to correct an informality as previously described. Written description support for new claim 18 is found in the original specification, for example, at page 5, lines 12-19.

Applicant respectfully requests allowance of claims 1-7 and 18.

Claims 8-9, 12-13, and 17

Independent claim 8 was rejected under 35 U.S.C. §102(e) as being anticipated by Elva. Also, claim 8 was rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 324,164 to Raisbeck (hereinafter "Raisbeck"). Applicant respectfully submits that amended claim 8 not anticipated by Elva or Raisbeck, for neither reference discloses each and every element of the claimed greeting card.

Amended claim 8 describes a greeting card that includes a means for retaining a gift card. The retaining means is operable to substantially enclose and releasably retain the gift card in a position forward of the front panel when the greeting card is in the folded condition. The retaining means includes at least one adjustable portion connected at a fold line. Written description support for the claimed subject matter is found throughout the original specification, including but not limited to: page 4, lines 1-23 and page 6, line 25 to page 7, line 14. No new matter has been added by the amendment to claim 8.

As previously described, Elva discloses a gift receptacle attached to a surface of a greeting card—preferably the interior surface of the greeting card. Unlike claim 8, Elva does not disclose that the gift receptacle includes at least one adjustable portion connected at a fold line. Because Elva does not disclose each and every element of independent claim 8, it does not anticipate claim 8 under 35 U.S.C. § 102(e).

Raisbeck discloses a presentation card, such as a menu or a printed program. The card has two panels (front and back), and an embossed insert is removably attached to the front panel. A portion of the front panel is cut (lug elements "d" and "e") in order to engage the embossed insert. Unlike claim 8, Raisbeck does not teach the retaining means substantially encloses the retained item. Raisbeck does not disclose each and every element of independent claim 8, and thus it does not anticipate claim 8 under 35 U.S.C. § 102(b).

Furthermore, neither Elva, Raisbeck, nor any combination thereof render obvious the subject matter of claim 8. There is no motivation to combine teachings of Elva and Raisbeck. Elva's gift receptacle is intended to hide the enclosed gift item so that an element of surprise is provided to the gift-giving event. (*See* Elva, col. 5, lines 6-24.) Conversely, Raisbeck's lug

elements are intended to openly display the embossed insert, which is prominent decorative feature of the menu or printed program provided to the recipient. (See Raisbeck, col. 1, lines 15-22 and col. 2, lines 56-69.) Accordingly, the purpose of Elva's gift receptacle would be at odds with the functionality of Raisbeck's lugs elements, and vice versa. Neither Elva, Raisbeck, nor any combination thereof suggest the combination recited in claim 8.

Applicant respectfully submits that independent claim 8 is patentable over the prior art of record and is in condition for allowance. Accordingly, claims 9, 12-13, and 17 (which depend from independent claim 8) are in condition for allowance.

#### New Claims 18-25

New claims 18-25, including independent claim 18, have been added. Independent claim 18 describes a greeting card that includes a container attached to a front surface of a front panel. The container is operable to releasably retain at least a portion of a prepaid gift card in an internal space. At least one dimension of the prepaid gift card to be retained in the internal space is larger than the internal space such that the prepaid gift is partially exposed when releasably retained by the container. Written description support for the claimed subject matter is found throughout the original specification, for example, at page 4, line to page 5, line 11 and at FIG. 1. No new matter has been added by new claims 18-25. The prior art of record, including Elva, does not teach or suggest the combination recited in claim 18. Applicant respectfully submits that independent claim 18 is in condition for allowance. Similarly, new dependent claims 19-25 are in condition for allowance.

Applicant hereby specifically reserves the right to prosecute claims of different or broader scope in a continuation or divisional application. The Examiner should infer no (i) adoption of a position with respect to patentability, (ii) change in the Applicant's position with respect to any claim or subject matter of the invention, or (iii) acquiescence in any way to any position taken by the Examiner, based on any amendments made herein.

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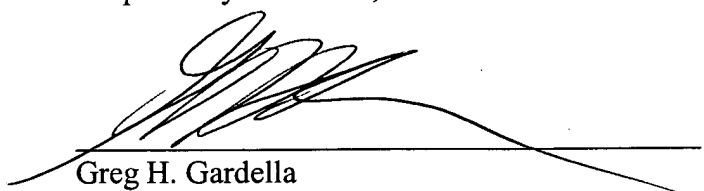
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No fee is believed due. Please apply any other charges or credits to deposit  
account 06-1050.

Respectfully submitted,

Date: \_\_\_\_\_

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Amendments to the Drawings:

The attached formal drawings replace the original sheets including FIGS. 1-7. The attached formal drawings includes changes to FIG. 6 to illustrate an example of a retention element previously described in the original specification. The attached formal drawings also include new FIGS. 8-10, which depict various embodiments already described in the original specification. No new matter has been added.

Attachments following last page of this Amendment:

Replacement Sheet (6 pages)